

Is your ticket sales strategy feeling stale? We know selling tickets isn't always easy; it takes hard work, strategic planning and perseverance to create an effective ticket sales strategy for your show.

Lucky for you, we have ten stellar low to no-budget strategies to boost your TOHCS ticket sales!

1. **Reuse old magazines.** Do you have extra Cooking School magazines from last year? Washington, MO attaches promotional flyers to old magazines from prior years and distributes them in doctor's offices, beauty shops, laundry mats and rotary meetings.
2. **Make people drool.** We have [mouth-watering poster and ad templates](#) for local sponsors and retailers to post in their windows advertising your show.
3. What's a good way to get last year's attendees to come back? **Give 'em a deal!** Previous attendees who bought tickets in Huntsville, AL received 15% off and were entered into a special door prize drawing at their show.
4. **Launch a pre-sale promotion.** Consumers love deals because they make them feel like they are a clever and savvy buyer, which in turn makes them want to spread the word about your promotion.
5. **Rally the troops!** Group ticket sales are a great way to boost sales, plus they can make a house look fuller and can expose your show to new people. Groups to target include: Women's Groups, Church Groups, Red Hat Lady Groups, Teachers, Corporations, Chamber/Civic Clubs, Culinary Schools/Programs, Military Bases, Girl Scout Troops or Day Care Centers.

6. **Opening Day contest.** Run a contest on your ticket sales start date. Fans who purchase their tickets on “opening day” get entered into a door prize drawing at the show.
7. **Update TasteofHome.com.** On February 18, we are sending an e-blast to over 700,000 subscribers interested in attending shows. Update your [show information on our website](#) and make sure you include ticket sales information.
8. **Host “drive-thru” ticket sales.** Set up shop in a local sponsor’s parking lot or restaurant. Consumers can purchase tickets without leaving their cars, plus you can live broadcast from location while enticing consumers with free doughnuts and coffee.
9. **Pay for Facebook promotion.** To reach fans on Facebook, you now have to work for it... or pay for it. Facebook monetizes the news feed, but luckily, a little money goes a long way. Test [boosting posts](#): 1) Write a post, include an eye-catching photo and promote it to your followers and their friends. 2) Then do another post and target new users by geography, age and interest(s). Find out which post attracts the most engagement, views or drives traffic to your site and build from there. You can start with something as small as \$20/month to boost select content.
10. **Online ticket sales!** Event Partners who offer online ticket sales sell 100 more tickets! If you can buy cereal on Amazon, you should be able to buy tickets to your TOHCS show online, right?! Work with our partners at [Brown Paper Tickets](#) to set up a free-to-use online ticketing platform.